Caroline/Chris —

Pls incorporate into manual...

Thx C —

Note for Person, Claire

From: Poole, Laura

Date: Thu, Jan 19, 1995 12:48 PM

Subject: FW: Club B&H Sampling manual

To: Person, Claire

Please make sure GMR incorporates this information into there training manuals.

This should be something we cover in our 3:00 conference call - When we can review the training manual, what will be covered, who is responsible for what and whatever else.

LKP

2040575869

From: Mulligan, Kathleen on Thu, Jan 19, 1995 11:19 AM
Subject: Club B&H Sampling manual
To: Poole, Laura
Cc: Murphy, Virginia

Laura, the following are the product attributes which currently appear in our sampling manual for B&H. Ginny asked that I send them to you for review and approval for the new Club B&H sampling manual. Thanks.

BENSON & HEDGES 100's:

With BENSON & HEDGES you get the taste and smoking pleasure that comes from the "quality" cigarette.

BENSON & HEDGES delivers the rich flavor of premium tobaccos in a sophisticated 100mm cigarette.

With BENSON & HEDGES Menthol, you get cool, premium tobacco flavor from the finest cigarette in its class.

BENSON & HEDGES 100's LIGHTS:

BENSON & HEDGES Lights delivers premium tobacco flavor in a satisfying low tar smoke.

BENSON & HEDGES Lights Menthol - the mild low tar cigarette that blends soothing menthol flavor with premium tobacco taste.

BENSON & HEDGES 100's DELUXE ULTRA LIGHTS:

BENSON & HEDGES Deluxe Ultra Lights - only 6mg tar, yet rich enough to be called Deluxe.

BENSON & HEDGES Deluxe Ultra Lights - an ultra low tar cigarette with satisfying taste.

BENSON & HEDGES Deluxe Ultra Lights Menthol delivers cool, rich taste with only 6mg tar.

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